

North Georgia 400 Overlay District

21-14.6 **Signage.** When a nonconforming sign is altered, the sign structure and base materials shall come into compliance with the Forsyth County Sign Ordinance as well as the color requirements within section 21-14.7(B). An alteration shall include but is not limited to any change to the size or height of the sign, the structural replacement, and/or relocation of a sign. In addition to Ordinance No. 74 (Sign Ordinance), the following shall apply:

- (A) Temporary signs, including inflatable or forced-air signs, tarps, banners, sign dancers, and any sign mounted on wheels, are prohibited within the boundary of the North Georgia 400 Overlay. Permanent and temporary signs in windows are also prohibited.
- (B) Wall signs and monument signs shall not be of the singular plastic insert or panel sheet variety. Channel letters are strongly encouraged for both monument and wall signs. If internally illuminated, lettering shall be individually formed and lighted.
- (C) Monument sign structure and base materials shall be compatible with the color, texture, material, and architectural design of the principal building.
 - (1) For non-residentially zoned properties, monument signs shall incorporate brick or stone enframing of the sign face for a minimum of fifty percent (50%) of the sign face perimeter. Enframing materials shall abut the sign face without any designed voids or other decorative elements intended to visually separate the space between the sign face and enframing.
- (D) Electronic message boards or changeable copy are permitted for fuel station monument signs, one (1) per road frontage. The total electronic or changeable copy area for each sign shall not exceed a total of forty-six (46) square feet.
- (E) Wall mounted raceways shall be painted to match the adjoining structure.
- (F) Fuel station canopy signs are allowed, one (1) per road frontage not to exceed twenty (20) square feet. Signs must be flush against the canopy fascia. Banding of corporate colors shall be considered part of the sign and shall count toward the allowable twenty (20) square feet.